

2040927708

issue. I am assuming that you are talking about a spread in On Track--we only have BC's. I think a spread might be a fresh ad in this book, however, we just added a BC in Sept. If it's within budget, then I would opt to convert the Sept. BC into a page and add the second page (Inga: please check the impact on the budget--I know the dollars are small but our priority is to fund USA Today first).

Let's see where Inga nets out on this--Inga: by way of this e-mail, I'll wait to hear from you.

Thanks-
Eric

From: Young, Tracy on Tue, Mar 21, 1995 2:51 PM
 Subject: RE: FW: 6/5 FAST CLOSE
 To: Carl BACA
 Cc: Ostern, Eric; Sampson, Steve

2040927709

Thanks for the dates. I agree with running the Indy ad (if we win) in the July issues of RACER and INDY CAR RACING. Keep me posted about On Track.

From: Carl BACA on Tue, Mar 21, 1995 12:20 PM
 Subject: Re: FW: 6/5 FAST CLOSE
 To: Young, Tracy
 Cc: Eric OSTERN; Steve SAMPSON; boggs, lisa; Adriana CASTILLO; Inga LAMBERT; Susan FRASER

2040927710

A&K and film dates for the Indy 500 Congrats ad in SI and USA Today are as follows:

	ISSUE	A&K	FILM DUE
Sports Illustrated	6/5	5/1	5/23
USA Today	5/29	5/1	5/25

As you know Tracy, we are planning on bringing comps in this Friday, 3/24. We should not have a problem meeting the above dates.

As you also know, we have plans to run in the July issues (that come out in June) of RACER and INDY CAR RACING.

Since the material due dates happen to be right after the Indy 500, I think we should run the Indy victory ad in these books as well. There will be no incremental production costs and no exposure to Mainline, since we can run "Flight Plans" if we don't win.

Lastly, I'd like to consider running this ad in ON TRACK as well, but our current insertion schedule does not include the Indy results issue. An option may be to ask ON TRACK if we can replace a later insertion with the Indy results issue if we win. If we don't win, stay with the current plan and run nothing in the Indy results issue. Inga/Eric: is this possible?